

# Shetland Islands - Summer Holidays

DATE: Friday, June 27, 2025

LOCATION: GB

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## Event Description

Shetland Islands - Summer Holidays is a premier school-holidays event in the region. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** school-holidays

**Importance Rank:** 60/100

**Expected Attendance:** 3,290 people

**Event ID:** GYVLR2bWenBrimBg4h

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,316 across all properties

*Note: Actual impact varies by property location, star rating, and local market conditions.*